

Enforcement Survey Protocol

Step-by-step instructions for an enforcement survey mailing:

- 1) Finalize mailing database (update with current addresses and names; assign new ID numbers to new agencies)
- 2) Print labels for large envelopes, self-addressed stamped return envelopes, and surveys (ID)
- 3) Print surveys at Kinko's (1.6 times the N, so if N=500, print 800 surveys)
- 4) Print cover letters, with signature
- 5) Assemble and mail packets (cover letter, survey form with ID, return envelope)
- 6) Track respondents in Filemaker database; re-mail surveys as needed (per phone calls)
- 7) Print reminder postcards at Kinko's; mail to non-respondents 10 days after 1st survey mailing
- 8) Assemble and mail 2nd mailing of survey packets to non-respondents (one month after 1st mailing)
- 9) Print reminder postcards at Kinko's; mail to non-respondents 10 days after 2nd survey mailing
- 10) Begin follow-up phone calls to non-respondents about two weeks after 2nd mailing (print call sheet from Filemaker database); use call script below; goal for response rate is 70-80%
- 11) Clean surveys as they arrive (e.g., check completeness, make sure only one answer is circled, call to follow-up on any questionable data)
- 12) After two months from initial survey mailing, send surveys to keypunchers with code sheet
- 13) Any surveys returned from agencies after keypunching will be entered into SPSS by hand (after import, double entry protocol)

Sample script for PC308 phone call follow ups

Hi my name is _____, I'm calling from the Public Health Institute. I'm calling to follow up on a survey we sent out last month regarding enforcement of Penal Code 308 the ordinance prohibiting the sale of tobacco to minors. We have not yet received a survey from your [agency], and would really appreciate your input as the representative for _____ [city / county].

[If a message machine:] I'll fax or mail a copy of this survey to your attention, and if you or someone at your agency could take five to ten minutes to fill it out and mail it back to me, I would really appreciate it. If you have any questions please call me at (#). Thank you for your time.

[If speaking to a person:] I could fax or mail you a copy of the survey, or if it would be convenient for you, we could do the survey on the phone. It should take about five to ten minutes. [If fax, confirm fax number and thank them. If prefers a phone interview, go ahead and conduct the survey on the phone or schedule a call back.] If you have any questions please feel free to call my supervisor Ellen Feighery at 650-712-8070.